

Diploma thesis "Social Use of Internet Communication in the Local Environment of a Small Town" deals with the social aspects of the internet use within the local everyday life of the inhabitants of a small Czech town. In the theoretical part, it especially focuses on the characteristics of the internet as a communication media and new technology, it tries to find the relationship between the virtual and real world, it deals with domestication of the internet and everyday life in cyberspace, and also with the field of ethnography and its history. Furthermore, the diploma thesis aims, in separated chapters, at the concept of audiences in historical context, their typology, activities and social use of media. The problems of globalization and internet literacy were also included. The practical section was dedicated to a research based on observation and semi-structured interviews which set a goal of revealing the specifics of the internet use in the local environment of a small town.